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OCT 13 2006

Page 1 of 2

Docket No.: DELUXE.001A

Please Direct All Correspondence to Customer Number 20995

AMENDMENT / RESPONSE TRANSMITTAL

Applicant : Weber, et al.
 Appl. No. : 09/550,354
 Filed : April 14, 2000
 For : INTELLIGENT PERSONALIZATION SYSTEM AND METHOD
 Examiner : Yogesh C. Garg
 Group Art Unit : 3625

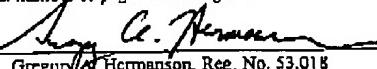
CERTIFICATE OF FAX TRANSMISSION
PTO CENTRALIZED FAX

I hereby certify that this correspondence and all marked attachments, are being transmitted via facsimile to the USPTO centralized Fax No. (571) 273-8300 on the date shown below:

October 13, 2006

(Date)

Total number of pages including this sheet: 22


Gregory C. Hermanson, Reg. No. 53,018

Mail Stop Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

(X) Amendment and Response to Office Action in twenty (20) pages.

The fee has been calculated as shown below:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Excess Claims	50 - 55 = 0	1202 (\$50)	0 x 50 =	\$0
Excess Independent	7 - 7 = 0	1201 (\$200)	0 x 200 =	\$0
2 Month Extension	1.17(a)(2)	1252 (\$450)		\$450
			TOTAL FEE DUE	\$450

(X) An extension of time is hereby requested by payment of the appropriate fee indicated above.

(X) Charge \$450.00 to Deposit Account No. 11-1410.

10/16/2006 TL0111 00000063 111410 09550354
01 FC:1252 450.00 DA

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App. No.: 09/550,354

October 13, 2006

Page 2 of 2

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Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.



Gregory A. Hermanson
Registration No. 53,018
Attorney of Record
Customer No. 20,995
(619) 235-8550

3014106/cfn/101206

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PATENT

DELUXE.001A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

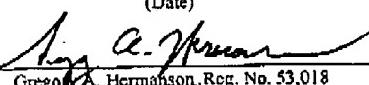
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October 13, 2006

(Date)


 Gregor A. Hermanson, Reg. No. 53,018
AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on May 16, 2006 (the "Office Action"), Applicant submits the following amendments to the claims and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.